

alopecia uk



**Unlock new possibilities.  
Inspire progress.  
Make lasting impact.**

**Senior Fundraising Manager  
Recruitment Pack**

March 2026

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# An introduction from our CEO

“

*Hello, I'm Sue. Thank you so much for your interest in this role. This is a truly exciting time to join the charity.*

*We are now several months into an ambitious [three-year strategy](#), and there is real alignment between myself, the team, and our Trustee Board, about where we are heading.*

*Bringing someone with proven fundraising experience is a key enabler. Quite simply, if we are to achieve the goals we have set ourselves, we need to grow and diversify our income. This role is therefore strategically critical to our success.*

*We also need someone who thrives on turning ideas into action. Someone who enjoys innovating, building, testing and implementing income-generating activity that delivers real results. In a small charity like ours, you'll find that owning strategy and delivery go hand in hand.*

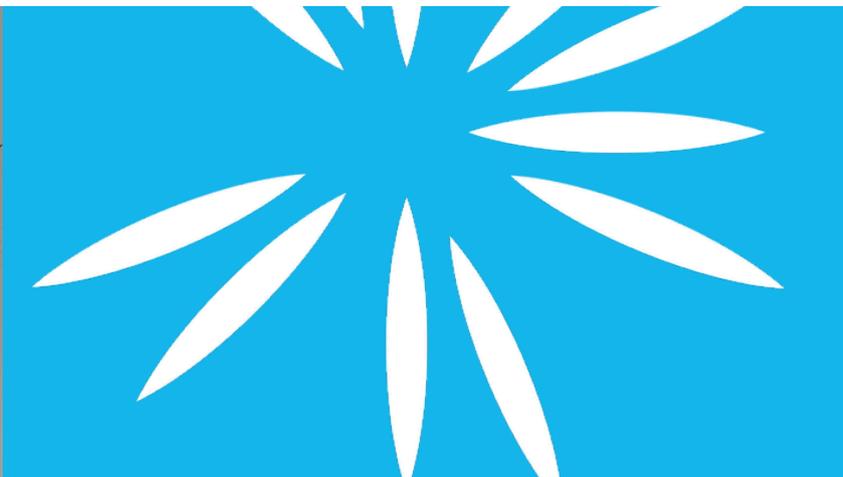
*We are a small, mostly remote, team. We like and respect one another, and we care deeply about our community. As with many small organisations, we all multitask and role boundaries can sometimes be fluid, and this role is no exception.*

*If you have a can-do attitude and a willingness to roll up your sleeves and get your hands dirty, this could be the role for you.*

*Please read on to learn more about the job description and role profile.*

— Sue Schilling, Chief Executive Officer

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# Background

Alopecia UK is embarking on an exciting new strategic phase and is now six months into an ambitious three-year strategy built around three core aims:

- to improve our support pathways so that people with alopecia are empowered to take charge of their healthcare with confidence and clarity.
- to increase our reach so we can support those who are not currently accessing Alopecia UK, particularly within communities where we are not yet visible.
- to strengthen our organisational structure and resourcing to ensure long-term sustainability.

As part of this journey, we have reviewed our fundraising approach to ensure it aligns with these evolving priorities and underpins our future growth. As a result, we know we have to diversify. Historically, our income has been heavily reliant on community fundraising and individual giving. We know there is opportunity in almost all of the traditional income streams.

Alopecia UK has never had a dedicated fundraising leadership role within the charity, until now. This newly created Senior Fundraising Manager role is strategically critical to our future. You will hold lead responsibility for overseeing all income generation activity, shaping and driving the next phase of our fundraising journey. Building on insights from our recent fundraising strategy review, you will embed a positive, organisation-wide fundraising culture while combining strategic leadership with hands-on delivery.

You will develop new revenue streams, strengthen existing ones, and ensure our supporters and funders feel valued, inspired and motivated to continue their support.



# Role description

## Alopecia UK Senior Fundraising Manager Income

- Salary: £45,000 per annum, pro rata.
- Hours: Part-time. 22.5 hours a week; flexible, during normal UK working hours; we would consider a contract with fewer hours for the right candidate. All of our team work Monday mornings to ensure connectivity.
- Contract type: Permanent.
- Report to: Chief Executive Officer
- Home-based: This role will include occasional national travel for team meetings.

## Strategic leadership

- Lead the development and delivery of a multi-year income generation strategy aligned to Alopecia UK priorities.
- Work across the organisation to ensure fundraising activity is fully integrated with operational delivery, partnering closely with the finance, communications and delivery managers to align plans, resources and messaging, and to ensure shared initiatives are realistic, coordinated and achievable.
- Translate insight from your experience and our recent fundraising strategy review into clear, achievable plans.
- Set and monitor ambitious yet realistic income targets across income streams.
- Responsibility for achieving the fundraising targets and other fundraising related performance indicators.
- Embed a positive fundraising culture across the organisation.
- Manage and review all fundraising income and expenditure budgets.

## Income growth & diversification

As a part-time role within a small charity, the postholder will need to carefully prioritise income-generating opportunities alongside stewardship and relationship management. In year one, a key focus will be establishing effective donor pathways through the rollout of our new CRM, ensuring supporters experience clear and meaningful journeys with the charity. Alongside this, the Senior Fundraising Manager will assess and determine which early opportunities for growth should be prioritised. While areas such as community fundraising, digital campaigns and regular giving are likely to offer early potential, the postholder will lead decisions on where to focus effort and investment to generate the strongest returns.

- Leverage and optimise existing community and public fundraising activity to increase income and supporter numbers.
- Develop and grow new revenue streams, to potentially include digital fundraising campaigns, regular giving, trusts and grants, legacy giving.
- Lead creatively and intellectually on compelling campaigning initiatives that drive engagement and income.
- Provide excellent stewardship to ensure funders and partners feel valued, engaged and motivated to continue their support.
- Widen our existing corporate partnerships programme by building mutually beneficial partnerships to deliver income, awareness, and engagement opportunities.

# Role description

## CRM

- Support the rollout of our first CRM system, working closely with our Finance & Operations Manager to design fit-for-purpose donor journeys and pathways, establish meaningful reporting frameworks and ensure data supports excellent stewardship and strategic decision-making.
- Use CRM data and financial information to track performance, analyse trends and adjust strategy as required.

## Data and Impact

- Ensure compliance with all relevant regulations, including ICO guidance, GDPR and the Code of Fundraising Practice.
- Work closely with the Finance & Operations Manager to ensure our data meaningfully represents organisational outcomes.
- Translate impact data into powerful, succinct and persuasive communications or compelling cases for support.

## General responsibilities

- Work in close partnership with colleagues across the organisation to grow supporter numbers and expand our reach.
- Represent the organisation externally within fundraising networks and partnerships, as needed.
- Conduct the role in accordance with the policies of Alopecia UK.
- Any other reasonable duties as may be required.

## Benefits

- 25 days paid annual leave plus bank holidays (both pro-rata), plus 3 days office closure between Christmas and New Year.
- A NEST pension scheme, with 5% employer contribution.
- Employee Assistance Programme
- Flexible working hours as agreed by manager.

## Why this role matters

This is more than a fundraising leadership role. It is about shaping the financial sustainability of Alopecia UK, embedding a confident and ambitious income culture, and ensuring our impact is communicated with clarity, integrity and inspiration. The successful candidate will help ensure that more people can access support, that our voice grows stronger, and that our mission is sustained for the long term.

# Person specification

## Essential:

- Significant experience of successful leadership within a fundraising role, including developing and implementing a fundraising strategy in a complex and changing environment.
- Demonstrable success in generating significant income (6 figures) from at least two of the following forms of fundraising: digital campaigns, community & events, trusts & grants, corporate partnerships, major donors, legacy giving.
- Experience in setting and managing budgets.
- Excellent written and verbal communication skills, with the ability to write persuasive, succinct and compelling copy.
- Experience of CRM systems and reporting analysis to inform decision-making.
- Proven understanding of the UK fundraising landscape, trends and best practice.
- Knowledge of fundraising regulations and compliance requirements (including GDPR and Code of Fundraising Practice).
- Strong organisational skills with the ability to prioritise workload, remain flexible and respond to emerging challenges.

## Desirable:

- Experience of working within a small or growing charity.
- Experience of leading change management processes.
- Knowledge or lived experience of alopecia and/or visible difference.



# What is alopecia?

Alopecia simply means hair loss. There are many types of alopecia, and the charity supports people with all types, because the psychological impact can be the same, regardless of cause or type.

Most people who contact Alopecia UK have *alopecia areata*, which is understood to be an autoimmune condition. Alopecia areata typically appears as patches on the scalp and/or beard. It sometimes progresses to *alopecia totalis* (total hair loss on the scalp), or *alopecia universalis* (total loss of hair from scalp, eyebrows, eyelashes and body).

This dramatic change in appearance, while not life threatening, is certainly life changing. Altered feelings around identity and sense of self can impact on confidence and self-esteem, resulting in psychological challenges being presented in many everyday life situations.



# About Alopecia UK

Alopecia UK is a national charity with a vision for a world where people affected by alopecia live the life they want. The charity's mission is to offer support, community and education to improve the lives of those with alopecia.

Founded in 2004, we work to help adults, young people and children affected by alopecia. This includes those with alopecia, as well as their loved ones. We are a small charity, with an annual income under £500,000, working nationally across the UK. Despite being small, we are the largest alopecia charity in the UK and have big ambitions to continue our growth and development, reaching more people than ever before. We agreed a new [strategy](#) in May 2025, and are committed to our key goal, which is to increase our reach, particularly in the communities that haven't yet found us.

We have a fantastic and dedicated staff team, (5.4 FTE), and Board of Trustees. We also rely upon the generosity of volunteers, many of whom have personal experience of alopecia themselves. Alopecia UK receives no statutory funding from government and is funded by community fundraising, donations, funding grants, and corporate partnerships.



# What does Alopecia UK do?

Alopecia UK has workstreams under five pillars:

## Living Well

Offering resources and information to help people cope with alopecia day-to-day. This includes a website packed with advice pages.

## Community Building

Creating opportunities for people to connect, share advice, and feel less isolated. The charity provides in-person and online groups and events.

## Empowering Choice

Helping people make informed decisions about their treatment and care.

## Advocate for Change

Raising awareness about the challenges alopecia brings, both socially and in healthcare settings, and pushing for better provision of care.

## Champion Research

Supporting and involving people with alopecia in research, using findings to inform their services.



# Staff team

Following 10 years of being entirely volunteer-led, Alopecia UK moved towards having paid staff resource in 2014, eventually culminating in the Charity's first full-time employees in 2016. The Charity opened its first office in the same year.

We currently have eight employees (equivalent to 5.4 full-time staff), led by our Chief Executive Officer Sue Schilling.

Our staff are skilled, enthusiastic, and passionate about delivering the Charity's goals.

While we have a small, paid staff team, we have a larger overall team, as we use a lot of volunteer help for the Charity to provide the range of services that it does.



# How to apply

Please email your CV and a short supporting statement to [info@alopecia.org.uk](mailto:info@alopecia.org.uk).

Within your supporting statement please comment on why you want to support the work of Alopecia UK and what you feel you would bring to the charity in terms of experience, skillset, and knowledge base.

**Closing Date: 6<sup>th</sup> April 2026.**

**Interviews: 30<sup>th</sup> March 2026 onwards.** We encourage early applications as we reserve the right to close this recruitment process early should we receive a high volume of good quality applications.

We may make use of informal telephone interviews to help us with shortlisting for face-to-face interviews.

We believe our work is stronger when our team reflects the communities we aim to reach. We welcome applications from anyone, regardless of ethnicity, gender, sexuality, disability, age, religion, heritage, or socio-economic background.

However, we recognise that alopecia affects people from all backgrounds, but UK data show that one type of alopecia (AA), is more common among people from Global Majority Heritage backgrounds and those living in socially deprived areas. To better serve those most impacted and ensure our team represents the diversity of the communities we want to engage, we particularly welcome applications from individuals from these under-represented backgrounds.

If you don't hear from us within two weeks of the closing date, please assume you were unsuccessful on this occasion.

Please note that all offers of employment will need references deemed satisfactory by Alopecia UK and proof of eligibility to work in the UK.

**We will not accept referrals or direct approaches from employment agencies.**

